

Quote

the weekly digest

Volume 36—Number 2

Week of July 13, 1958



----- 18th year of publication

QUESTING WITH

Quote

A generation of salesmen has been indoctrinated in the belief that the ultimate in "hard sell" would be to purvey a refrigerator to an Eskimo.

It is interesting to record that this objective now has been attained. Only last month, we are informed, an Eskimo living near Fairbanks, Alaska, walked into an appliance establishment and planked down the money for an electric refrigerator.

The transaction, it is only fair to say, was somewhat abetted by a benevolent Gov't which, of late, has been spending a stack of U S dollars in Alaska on the development of a Distant Early Warning line against a possible bomb attack. As a consequence the Eskimos thereabouts are pretty well heeled and have developed a yen for the comforts and conveniences of the white man.

We asked our Fairbanks correspondent to report on any Eskimo damsels observed wearing the chemise. His response is enlightening: "The Eskimo female form is such that it would be pretty difficult to distinguish a sack from a sheath."

”

Speaking of sell—hard, soft or medium—a rather priceless story has come to us from an associate who vouches for its absolute accuracy.

This gentleman dropped in the other morning at the divisional office of an appliance concern to look at the late model of a vacuum cleaner he had seen announced in the public prints. In the salesroom he found only an ineffectual young female who, when he had stated his purpose, disappeared briefly. Returning, she asked diffidently: "Could you come back this afternoon? It seems there's no one available to show you the line just now. All of our salesmen are occupied. You see," she concluded brightly, "they're holding a sales meeting in the back room."

”

One of our friends in Dayton sends us a rep't on a recent meeting of the Sunshine Circle of the 3rd Baptist Church. The newly-elected sec'y of the group was asked to read the minutes of a previous meeting. Equal to the occasion, she arose, cleared her throat impressively, and said:

"The minutes of the last meeting were 20 minutes and 6 seconds."

Then she sat down.

”

At North Miami Beach, Fla, every citizen who showed up at the polls to vote on a new city charter was given 100 trading stamps.

may we QUOTE



you on that?

[1] Pres DWIGHT D EISENHOWER, signing bill to admit Alaska as 49th state: "I personally believe that Hawaii has qualified for statehood equally with Alaska." . . . [2] London Daily Telegraph, suggesting facetiously that Britain qualifies to become mbr of U S, in view of Alaskan admission: "Clearly the best recipe for statehood is strategic value and a 2-party balance. This limits the field, but it should make Britain a strong favorite if she ever enters the race." . . . [3] HERBERT HOOVER, former Pres of U S, returning from Brussels World's Fair: "Architecturally the American bldg is the most distinctive of the whole fair. The U S has done a good job on the am't of money available." . . . [4] LAWRENCE G DERTHICK, U S Commissioner of Education, pointing out that Russian children are kept busy all day long, 6 days a wk: "When school is out they are req'd to work a month in a factory or farm and then spend another month in camp, so there is very little time for delinquency." . . . [5] Dr LEROY E BURNEY, U S Surgeon Gen'l and chief of U S Public Health Service: "I feel very definitely a relationship has been established between excessive and long smoking and lung cancer." . . . [6] Dr ANDREW C IVY, Univ of Illinois, giving a word of advice to potential politicians: "If you want to be successful in 1965, campaign on a prohibition platform. Prohibition sentiment sweeps the country about every 35 yrs. We

now approach a point in our consumption of alcoholic beverages where we must choose between nat'l ruin and prohibition." . . . [7] Rev Jos PATRICK McCORMACK, Catholic priest recently released after 5 yrs in Shanghai prisons: "I think there is little distinction between the Chinese and Russian brands of communism. Communists have no nationality. Once people become communists they are universally the same." . . . [8] JOHN E GOGGINS, Chicago adv man, appearing before the Cook County (Ill) Zoning Bd of Appeals: "I'd like to say a word for billboards. They are a lot less distracting to drivers than women tilling the soil, particularly blondes in shorts." . . . [9] THURGOOD MARSHALL, att'y for NAACP: "Threats of violence and bloodshed will not stop our group in the fight for integration. When they had bank robbers in Texas they didn't close the banks. They put the robbers in jail." . . . [10] ANNABELLE WHITFORD BUCHAN, the original Gibson Girl, celebrating her 80th b'day: "The story of my loneliness has brought many remembrances. Today I am being toasted, but what of tomorrow?" . . . [11] Rev J C BRIAN, Ft Worth, Tex, after performing a marriage ceremony: "I was the nervous one; it was my 1st wedding." (Rev Brian is 16 yrs old.)

Quote

moving finger



Now that the gentlemen on Capitol Hill are turning their thoughts toward adjournment, we may perhaps take a few moments to speculate on the make-up of the next Congress.

This, admittedly, is a hazardous undertaking. When the signs all appear to be pointing in one direction, there is a danger that we may tend to overlook minor portents which, collectively, may add up to considerable significance.

As of mid-July it looks like a Democratic victory of something like landslide proportions. But it is prudent to recall that elections are not held in July. At this time the chickens that will be counted on the 1st Tuesday in Nov aren't even eggs in an incubator. Conditions can change quickly. Remember the Truman Triumph of 10 yrs ago!

Paradoxically, Republican chances may improve if things get better—or if they get much worse. A marked improvement in business conditions would help GOP pros-

pects. And they would be strengthened also if we should be faced with a grave world crisis demanding a united defense effort.

But the odds point rather strongly toward a lot of new faces—Democratic faces—in Washington, D C, when the next Congress opens in Jan '59.

It will be a "liberal" congress, as that term is generally understood. How liberal? That is the question. A good deal depends on the size of the Nov victory. A landslide just might bury middle-of-the-road leaders in House and Senate. Some of the "new boys"—intoxicated by a "mandate from the people"—could get out of control. But this seems unlikely. Checking the records of Democratic nominees for House and Senate, we fail to find many who could be branded as extremists.

The terms of all Representatives and 32 of our 96 Senators expire with the present Congress. Election Day is Nov 4, '58.



MAXWELL DROKE, *Editor and Publisher*

W. K. GREEN, *Business Manager*

DEPARTMENT EDITOR: Richard Armour. Alice Jacobs. WASHINGTON: Leslie & Elizabeth Carpenter. FOREIGN: Alvina Brower. EDITORIAL ASSOCIATES: Ethel Cleland, Elsie Gollagher, Lucy Hittle Jackson, Emily Lotney.

QUOTE is issued weekly by Droke House, Indianapolis 6, Indiana. Subscription: \$7.50 per year in advance, in U.S. and Possessions. Two years \$12.50. Your own and a gift subscription, \$12.50. Canadian, \$8.00; two years, \$13.50. Other Foreign, \$9 per year. Entered as Second Class Matter at the Post Office at Indianapolis, Ind., under Act of March 3, 1879. Persons making use of material from QUOTE should give credit to the original sources as they appear. All unidentified items may be credited to QUOTE.

Original cover illustrations may be reproduced if credit is given QUOTE. Foreign illustrations should credit original source with notation, "As reprinted in QUOTE."

Titles QUOTE and THE WEEKLY DIGEST are registered with U.S. Patent Office

Quote the weekly digest

'He who never quotes, is never quoted'

Charles Haddon Spurgeon



AMERICA—Morals—1

No nation has any right to be smug, for every nation's performance always falls short of the ideal. Yet, judged comparatively, America has reason to be proud of her obedience to religious and moral truths. There always is immense room for improvement, anywhere. America's union of religious conviction with practical policy has been as successful as most marriages can hope to be. — RUSSELL KIRK, *The American Cause* (Henry Regnery Co).

BEHAVIOR—2

Once the school, like the church, embodied a protest (or at least a counter-vailing influence) against what most of the other forces in society tended to make of that society and of man himself. The church held that man, undisciplined by religion, was wicked; the school that unless he was educated he would be ignorant and crass. Both seem now to have fallen in love with the world as it is. They talk more and more about "adjustment" and to mean by that "adjustment to things as they are." — JOSEPH WOOD KRUTCH, "Who Defines the American Way?" *Saturday Review*, 7-5-'58.

" "

To be born a gentleman is an accident. To die one is an achievement.—*Grit*.

BEHAVIOR—3

That community is already in the process of dissolution where each man begins to eye neighbors as possible enemies; where non-conformity with the accepted creed, political as well as religious, is a mark of disaffection; where denunciation, without specification or backing, takes the place of evidence; where orthodoxy chokes freedom of dissent; where faith in the eventual supremacy of reason has become so timid that we dare not enter our convictions in the open lists, to win or lose.—JUDGE LEARNED HAND.

CHRISTIANITY—4

The other day we read a piece about "convictionless Christians." There isn't such a thing. There's no such misused word in any language as "Christian." It's a label for a life based on the deepest of convictions and no other test than a life that proves the faith shows who's entitled to it.—G C C *Sidelights*, hm, Gen'l Credit Corp'n.

CIVILIZATION—5

Civilization is a movement and not a condition, a voyage and not a harbor.—ARNOLD TOYNBEE, historian.

Quote

washington

By Les & Liz
Carpenter



Favorite sport in Washington's Nat'l Press Club is picking Sherman Adams' successor. The betting is that he will go—in August. Favorite successors: Interior Sec'y Fred Seaton, Red Cross head Alfred Gruenther, former Att'y Gen'l Herbert Brownell, Thos E Dewey—and even Jim Hagerty.

" "

During the run of the Ringling Bros' circus here, midjet Margarito Esparanza (smallest man, height 26 inches) was introduced to Vice Pres Richard M Nixon. Esparanza vowed Nixon with his greeting: "Take me to your leader."

" "

A local theatre with a horror film on its screen obtained a coffin to place on the sidewalk under the marquee, to attract attention of possible ticket buyers. The mgr decided that this possession should be locked inside the theatre at night. "In this town," he declared sadly, "someone would try to steal it!"

" "

Rep Prince Preston (D-Ga) created quite a stir when he went to the Brussels World's Fair with a small group of congressmen. Each time his colleagues addressed him as "Prince," Europeans stopped in their tracks to take another look. By coincidence, Prince Rainier was there at the same time, adding to the confusion.

Quote

COMMUNISM—Growth—6

With daily increasing clarity, a line may be drawn between that portion of the earth which believes in God, and that opposing portion which believes in communism.

Reluctantly we must concede that the Communists have been winning a hundred million additional converts every yr since the Big War.

If they are able to strengthen the conviction of their oncoming generation, while the faith of our own is neglected, we have no assurance of survival.—Paul Harvey News.

CONCEIT—7

Conceit is nature's compensation for inferiority.—ARNOLD H GLASOW.

DEATH—8

Every man really faces two deaths and not just one. There is the biological event marked by mortuaries and monuments. But there is also the personal event, the spiritual death, which often goes unnoticed.—CARL MICHALSON, *Faith for Personal Crises* (Scribner).

DEFENSE—9

Ike is determined to reorganize the Defense Dep't. In case of war, he wants the Army, Navy and Air Force on the same side.—*Changing Times*.

EDUCATION—10

A philosophy of education cannot be crammed down people's throats; they must feel it to be true in the marrow of their bones and look with trust and approval upon the leaders who attempt to give it expression. It must catch and reflect their temper, not arouse their distemper.—JOS JUSTMAN, *School and Society*.

book briefs...



A fascinating work, even for those who make no pretense of great learning, is *The Great E B: The Story of the Encyclopedia Britannica*, by Herman Kogan (Univ of Chicago Press).

This detailed acc't of the most renowned reference work in the English language is actually long past due. The surprising thing is that an official "biography" was not published long ago. Few persons realize that the *Encyclopedia Britannica* predates our Revolutionary War by nearly a decade. It was launched originally in Edinburgh, Scotland, "by a society of gentlemen," the 1st sections being printed in 1768.

For the past 25 yrs the *Britannica*, now an American enterprise, has followed a plan of continuous revision. This procedure, along with the Year Books published annually, assures each purchaser a reference work that is reliable and up to date. *Britannica* sales last yr reached the remarkable volume of \$61,109,000. Kogan has included an interesting chapter on the remarkable door-to-door organization that acc'ts for virtually all of the sales. He also tells, for the 1st time, the full story of the transfer of ownership of the encyclopedia from Sears, Roebuck to the Univ of Chicago.

Speaking of encyclopedias, it is interesting to note that in Moscow the 50th volume of the *Soviet Encyclopedia* has just been published.

The love of books is an infectious sort of thing. Children catch it, they don't learn it.—
WALTER B BARBE, *Education*.

Significantly, however, the 46th vol, which was to contain all worthwhile information regarding things beginning with the letter "S", has been postponed for the 3rd time. Western observers originally believed the delay was occasioned by the gathering of data on Stalin. More recently, an opinion is expressed that scientists may be waiting to more fully evaluate the pioneer sputniks.

It was just 30 yrs ago that the 1st regularly-scheduled tv programs were begun on station WGY, Schenectady, N Y. But in that brief period television has established itself so thoroughly—and grown to such proportions—that a handbook is now required to define some 2,000 tv terms. This book is *Television Production — The TV Handbook and Dictionary* (Hastings House) by Harry Wayne McMahan. (Incidentally, McMahan had a picturesque subtitle for his book which was dropped some place along the production line. He called it "The Slang, Sweat and Secrets of TV at Work.")

Quote

EDUCATION—11

Our philosophy of education must insist that att'n to things of the mind, however we choose to define the mind, will not be lost. It must concede that, in a democracy, the people have a right to the kind of schools they want, but it must not merely appease the crowd. The philosophy must be stated so logically that the logic will be recognized and will alter the wishes of the people. — PAUL WOODRING, *A Fourth of a Nation* (McGraw-Hill).

Education is three-dimensional. To a balanced, well-rounded knowledge of things as they are, we should add a familiarity with things as they were—and beyond all, a practical plan for things as they might be, should be, and will be.—Dr IVOR GRIFFITH, pres, Phila College of Pharmacy & Science.

FREEDOM—12

Freedom is not a proclamation, but a way of life that demands self-restraint and some sacrifice on the part of all those who wish to enjoy it. — *Nuggets*, hm, Barnes-Ross Co.

GOD—and Man—13

There is nothing in the New Testament message that says "Go ye into all the world and relax." Peace of mind is not the goal of life, but only the by-product that comes in complete commitment to the Prince of Peace. — JOHN F ANDERSON, Jr. *Presbyterian Survey*.

Quote

GOD—and Man—14

The hardest people to reach with the love of God are not the bad people. They know they are bad. They have no defense. The hardest to win for God are the self-righteous people.—CHAS L ALLEN, *When the Heart Is Hungry*.

Quote scrap book

ALFRED NOYES, the British poet who died recently in his 78th yr was perhaps more widely read in America than in his native land. Two generations of schoolboys have delighted in declaiming *The Highwayman*. But there's a fluffy bit of verse, called *The Barrel Organ*, quoted by countless thousands who wouldn't know Alfred Noyes from Arnold Toynbee:

Go down to Kew in lilac-time,
in lilac-time, in lilac-time;
Go down to Kew in lilac-time
(it isn't far from London!)
And you shall wander hand in
hand with love in summer's
wonderland;
Go down to Kew in lilac-time
(it isn't far from London!)

KINDNESS—15

One of the most difficult things to give away is kindness, for it is usually ret'd. — *Echo* (prison paper), Huntsville, Tex.

JUVENILE DELINQUENCY—16

It is unreasonable to ask the schools to cure delinquency, but it is not too much to expect that they avoid contributing to it. There is

an urgent need for the schools and for the community to reappraise the needs of young people who cannot be fitted into the existing educational structure without damage to themselves and others, and to develop appropriate methods to aid those who do not find school constructive. It is wrong to prevent young people from entering upon useful work when work can best help them thru their stormy teens. . . . Every community should develop a second track for the sizable minority who cannot profit from prolonged attendance at school.—ELI GINZBERG, *Human Resources—The Wealth of a Nation* (Simon & Schuster).

LEADERSHIP—17

The leader has always to be doing 2 apparently incompatible things. He has to encourage his administrators to preserve order, to maintain established routines. At the same time, he has to protect from their wrath the originals, the inventors, the crazy people to whom order is anathema and established routine a challenge to it. . . . In the end, the lunatics usually come up with something which is both new and practicable. Persons whose task it is to maintain routines seldom have new ideas.—L F URWICK, *Leadership in the 20th Century* (Pitman).

" "

The poor mgr attempts to make all the decisions. The good mgr distributes the responsibility and shares in it; he measures his success by the quality of his subordinates' decisions. — A M SULLIVAN, *Personnel Jnl.*

LEISURE—18

The art of spending leisure is

now so passionately pursued there's no time left for being leisurely. A leisure mkt has developed and there are those who would sell guaranteed enjoyment. No longer is it a simple matter to make our own way in the world in our use of leisure. We must go to the expert. The calculated listing of activities recommended for older people smacks of paternalism and regimentation. Does anyone remember that these persons are, after all, adults? — LEONARD Z BREEN, *Assoc prof Sociology, Purdue Univ, addressing Univ of Mich Conf on Aging.*

LIFE—Living—19

The motion picture of life is not made up of one player and one event only. Therefore my part in it is very important; without me, the picture of life would be incomplete. — PARAMHANSA YOGANANDA, *Good Business.*

LUXURY—20

What is luxury? In Berlin it may be a door knob. In Italy it is likely to be an unfrayed shirt, or an electric light. What about our country? You would have to look close to find an American who thinks that a radio, or even an automatic refrigerator is a "luxury." And only in the biggest cities is an automobile ever classed as such.—*Co-Operation.*

" "

Living in the lap of luxury isn't bad except that you never know when luxury is going to stand up! —*York Trade Composer, hm, York Composition Co.*

Quote



The Compleat Angler

Few persons in English literature are more secure of perpetuation than IZAAK WALTON, born 365 yrs ago (Aug 9, 1593). His very name has become a synonym for piscatorial skill.

Izaak Walton Clubs are everywhere to be found in the English-speaking world. But it is ironic to observe that Walton himself would not be comfortable in one of these modern establishments. His primary interest was in the philosophic aspects of fishing. (The full title of his famous work is *The Compleat Angler, or the Contemplative Man's Recreation*.)

Modern lures, reels and other paraphernalia would only confuse and confound the old fisherman. He was, of his own admission, pretty much a worm-and-grasshopper man. (In *The Angler*, chapters on fly-fishing and the making of flies were written by Walton's friend, Chas Cotton.)

When at length IZAAK WALTON came to die, in his 90th yr, a memorial erected beside his grave bears fitting allusion to his favorite pastime:

Death wandered by the sea
And, struck by Walton's looks
Broke Izaak's line of life
And took him off the hooks.

Quote

MARRIAGE—Divorce—21

One way to cut down on divorces would be to make it more difficult to marry in the 1st place. The marriage license and the blood test required by law are not enough. Personality profile tests and attitude tests with trained counselors should be required. . . . Such a program would be costly, but marriage and divorce are not trifling matters.—Dr L WILSON KILGORE, founder Divorcees Anonymous, Cleveland.

MARRIED LIFE—22

Where both husband and wife practice their faith, no marriage has ever been known to break down.—Bishop HAZEN G WERNER.

MATERIALISM—23

Advocates of materialism take 2 Peter 1:5-7 to mean something like this: "Make every effort to supplement your stove with a refrigerator, your refrigerator with a washing machine, your washing machine with a dryer, your dryer with a vacuum cleaner, your vacuum cleaner with a deep freeze, your deep freeze with a dish washer, your dish washer with a garbage disposal." — WM C SANFORD, Methodist Church, Paradise, Calif, in *New Christian Advocate*.

MIND—24

Broad-mindedness is the result of flattening high-mindedness out.—GEO SANTAYANA, quoted in *Wisdom*.

MODERN AGE—25

To help talk up good times, we remind you that our standard of living has risen to undreamed of levels. In the 1930's, you bought an apple to help the unemployed. Now you've got to buy an auto.—*Changing Times*.

....pathways to the past.....



Aug 3—Friendship Day. . . 35 yrs ago (1923), by the light of an oil lamp in a farmhouse at Plymouth Notch, Vt, Calvin Coolidge was sworn in as 30th president of the U S, following sudden death of Warren G Harding. He is our only president ushered into office by a relative. (His father, a justice of the peace, administered the oath.) . . . 10 yrs ago (1948) Whittaker Chambers 1st named Alger Hiss, former U S Dep't of State official, as onetime key mbr of Communist underground, operating in Washington.

Aug 4—Feast of St Dominic. . . 65 yrs ago (1893) Frank Lloyd Wright completed the Winslow residence, in Chicago, his 1st independent commission as an architect.

Aug 5—195th anniv (1763) b of Bill Richmond, 1st native-born American to win distinction in the prize ring. A Negro, and son of a slave, he was born on Staten Island. His pugilistic career was confined to British Isles. He never fought in U S. . . 100th anniv (1858) laying of 1st cable across the Atlantic Ocean completed thru persistent efforts of Cyrus W Field.

Aug 6—Feast of Transfiguration. . . . 40th anniv (1918) conclusion of Aisne-Marne Offensive (July 18-Aug 6). This was a turning point in War I; Germans were turned back to the Vesle.

Aug 7—The revolving door was pat'd 70 yrs ago (1888) by Theo-

philus Van Kannel, Phila. . . The American dollar bill, which has long shown shrinkage in its purchasing power, adopted a new smaller size 30 yrs ago (1928). Dimensions of all paper money were reduced approx one third. . . 5 yrs ago (1953) Refugee Relief Act became effective.

Aug 8—Internat'l Character Day. . . . 370 yrs ago (1588) near the French port of Gravelines, Sir Francis Drake destroyed the Spanish Armada, a procedure he referred to as "singeing the King of Spain's beard."

Aug 9—365th anniv (1593) b of Izaak Walton, English essayist; enthusiastic fisherman; author *The Compleat Angler* (see GEM BOX). . . 320 yrs ago Jonas Bronck, a Dane, became the 1st settler in what is now a portion of N Y C. Thus this area, now known as the Bronx, perpetuates the name of a pioneer family. . . 110 yrs ago (1848) the Free Soil Party ("Free soil, free speech, free labor, free men.") nominated Martin Van Buren as their candidate for president. (Van Buren, running as a Democrat in 1832, was our 8th president. He was defeated in the 1848 race by Millard Fillmore, the last Whig ever elected chief exec.)

Quote

MONEY—26

The average income of more than 160 million Americans today probably exceeds the combined income of the 600 million people living in Europe and Russia, and far surpasses the total income of the more than a billion inhabitants of Asia. —*Twentieth Century Fund Report.*

" "

Millionaires grow more numerous every yr; there are currently 33,000 in the U S. They are not all on the same financial level, of course. There are the "poor" rich—those who have only a couple of millions. — E M D WATSON, "The Psychology of Wealth," *Cosmopolitan*, 7-'58.

OPTIMISM—Pessimism—27

The difference between a realist and an optimist is that the realist may find it possible to be cheerful during a thunderstorm if he has taken proper precautions against it; but the professional optimist is one who thinks that being cheerful can prevent a thunderstorm or whistle it away—and this is only one step removed from the world of the lunatic.—SYDNEY J HARRIS, *Chicago News*.

PEACE—28

Peace to a degree is like the weather. A great deal of talking is done about it but very few practical solutions of the problem are found. — CECIL A POOLE, "Peace With Self," *Rosicrucian Digest*, 6-'58.

PRAYER—29

Some folks regard prayer as an umbrella to use only when it's

raining—and have the same trouble finding it when they need it.—THE COUNTRY PARSON, syndicated column.

PRESENT—Future—30

All our words will become more important to us when we realize that by our present words we are speaking our future into existence. — LOWELL FILLMORE, "Foundation Stones," *You*, 7-'58.

RELIGION—31

Genuine religion is not just a way of life. Religion is life itself. To try to separate religion from life is like trying to separate living from breathing. — Dr ARTHUR L BEITZ, director of Religion, College of Medical Evangelists, Los Angeles.

" "

The vitality of religion is shown by the way in which the religious spirit has survived the ordeal of religious education. — ALFRED NORTH WHITEHEAD, *The Aims of Education* (Mentor Books).

RETIREMENT—32

Let's ease our older people into retirement, instead of abruptly cutting them off from work at a certain age. Give them plenty of opportunity to learn what they can do with spare time.—CHAS E ODELL, director, Older & Retired Workers Dep't, United Auto Workers, addressing Univ of Mich Conf on Aging.

SALESMANSHIP—33

Foot-in-the-door-to-door salesman to housewife: "You wouldn't believe what I just saw in your neighbor's bedroom—may I step in and tell you about it?" — MIKE CONNOLLY, *Hollywood Reporter*.

Quote



Tempo of the Times

The inclusion of Alaska as our 49th state naturally directs attention toward "the roof of the continent."

What, for example, has been going on in the defense area since the U S and Canada joined forces a little less than a yr ago to establish NORAD (North American Air Defense Command)?

The assignment given to NORAD is staggering in its scope, baffling in its complexity. This co-operative defense group is charged with shielding 8 million sq mi's and 190 million persons from surprise enemy attack. To this end the Command has set up what am'ts to an invisible fense, some 15,000 mi's in length across the top of the earth.

Obviously detection facilities, if they are to permit effective retaliatory action, must be as far removed from our centers of population—and as near the enemy point of aggression—as practicable. This is to provide an "interception interval" for action by our fighter squadrons and anti-aircraft forces.

Perhaps the most effective development of the past 10 mo's has been the bldg of the Distant Early Warning (DEW) line of communications. This is a series of main and auxilliary stations stretching across the Arctic Circle from Alaska to the Baffin Islands. The system is now virtually complete and in operation. It is one of several elements comprising our continental defense.

The oldest continental defense

element is the so-called Pinetree system, a radar and control network located in the U S and thru-out the populated area of Canada and now linked with the interceptor forces.

Then there is the mid-Canada line which extends roughly along the 55th parallel. It is now under construction.

To supplement this warning system—and to prevent outflanking—there are reinforcements by the U S Navy and Air Force. Several additional detection aids, such as the "Texas Towers" are currently under construction. These "towers" located off the East coast are a series of radar platforms. They will extend up to 125 mi's offshore. Two are already in operation.

How effective these elaborate—and costly — preparations actually are against surprise attack remains, of course, an academic question. And neither the U S or Canada is anxious to put the system to a practical test. However, our defenders are resolved that, within their preventive power, there shall never be a "Pearl Harbor" fiasco from the North.

Quote

SALESMANSHIP—34

Rep Brooks Hays (D-Ark) tells of an insurance man back home who used an effective introduction:

"I'm just an ignorant fellow," the salesman would begin. "I don't know much about insurance, but I'm interested in your children and how they're going to get along in later yrs." Then he'd proceeded to wade into an enthusiastic and high-powered sales talk.

On one occasion he was interrupted by a prospect:

"You say you don't know much, brother," said the listener, "but I declare you sure do believe what little you do know!"—*QUOTE Washington Bureau.*

—

Moths this year
Will have a ball
—Vicuna coats

For one and all.—*PETE BAIRD,
New Orleans Times-Picayune.*

35

—

SELF—Analysis—36

Very few would like to see themselves as others see them. We think of ourselves as we wish to be thought of; few know how others see them until those "others" find some occasion to report on an accumulation of their observation, perhaps immediately after being displeased about something. Such things as we learn of ourselves then might be helpful to us if we pondered them seriously; but we are apt to feel that they are exaggerated (or untrue) because of the circumstances which prompted them.—*Wesleyan Methodist.*

Quote

SEXES—37

Even when the gal is pretty as a picture, most fellows like to take a look at the frame.—*Seng Fellowship News*, hm, Seng Co.

STRATEGY—38

While laying his advertising agency's presentation before the bd of an important client, the late Geo L Dyer perceived that his audience was unimpressed and unsympathetic. So he folded up his elaborate charts and announced: "Gentlemen, I know my proposal has failed of its purpose. But before I leave, I want to say one word of personal gratitude to the one man here who, I can see, has understood the subtleties, the finer points of this plan. I am grateful for the compliment of such keen appreciation. His sympathy, tho silent, has been my great reward." Then Dyer went back to his office. Within a wk, every mbr of the bd had called him individually — thanking him for having perceived in the mbr a friend who would go to bat at once to get a rehearing for his ideas.—*American Salesman.*

SUCCESS—39

Nothing is more essential for success than the ability to stick to it. "People of mediocre ability," says Bernard Baruch, "sometimes achieve outstanding success because they don't know enough to quit." Thos Edison once said that 75% of the world's failures wouldn't have failed at all if they'd only kept at what they were trying to do. "Our greatest weakness," he said, "lies in giving up. The most certain way to succeed is always to try just one more time." — ROE'R MINES, "Don't Give Up!" *Mechanix Illustrated*, 6-'58.

TAXES—40

"It's hard to realize," rumbled Geo Christie in my patio last night, "that the whole American Revolution started over just *one tax*."—BURTON HILLIS, *Better Homes & Gardens*.

TEACHERS—Teaching—41

A basic fact in education is that you can't teach what you don't know. I don't want someone teaching my son chemistry if he has had only a few hrs of chemistry in college. My son would probably get his head blown off. — G D McGRATH, dean, Arizona State College, addressing a conf on Teacher Education & Professional Standards at Bowling Green, Ohio.

THOUGHT—42

No man who thinks in terms of catching mice will ever catch lions. Great deeds, great enterprises are the natural results of great expectations.—Wright Line, hm, Wright Line, Inc.

TIME & SPACE—43

Nothing good can come of shooting an object at the moon merely for the purpose of getting it there. For scientific reasons it is important to keep the moon free of any earth influence until man can reach it and inspect it. The moon is one of the handiest clean places in the universe. So far as we know there is no atmosphere and no bacteriological life there. Russian and American scientists . . . agree that to contaminate the moon might destroy a magnificent laboratory.—Dr JAS H DOOLITTLE, chmn, NACA.

TRUTH—44

Real truth is to be found only in silence.—PABLO PICASSO, quoted in *Wisdom*.

WOMEN—45

There are 2 kinds of women, those that men look up to and those they look around at.—*Changing Times*.

WORK—46

A young man, offering himself as a missionary was told by the doctor that he would live only a yr if he went. "But I can go to heaven as well from China as any other place," remarked the candidate. "Maybe," said the doctor, "only they don't want you there in 12 months. You've got to do your work first."—*Wesleyan Methodist*.

YOUTH—Attitude—47

Soundings of the younger generation's attitudes uncover some of the roots of anti-intellectualism in the U S. Almost $\frac{3}{4}$ of the high school students (in a recent poll of 3,000) believe that the most important thing they can learn in school is "how to get along with people." Only 14% place academic learning 1st. In a recent poll of a representative sample of college students we found the same attitude prevails at the univ level: 60% would rather be popular than brilliant; 51% believe students with low grades more likely to be popular than those who get good marks; 72% believe development of a well-rounded personality is the main purpose of education; 71% feel personality counts more than grades when it comes to looking for a job.—H H REMMERS & D H RADLER, "Teenage Attitudes," *Scientific American*, 6-'58.

Quote

GOOD STORIES

you can use...



I Laughed At This One

WM C KESSLER

The sale seemed assured and the diplomatic salesman was beginning tactfully to remind the prospect that the special engine involved an add'l charge. Likewise the high-flared fenders, concaved doors, vented hood, grooved top and gold-chromed grill, all were optional—at extra cost.

"I won't stand for it!" fumed the prospect. "Can't you just sell me the car without all those extras?"

"Certainly," beamed the salesman. "Where do you want the doorhandles delivered?"

A lady we know, who lives in a large ap't house on the East Side, reports that she found a strange black cat meowing outside her door last wk. A kindly type, our friend went to the refrigerator, filled a saucer with milk, and set it out in the hall for the cat. Then she went shopping. When she returned, the cat was gone, the milk was gone, and the saucer, clean as could be, contained a note that said, simply, "Thank you." The whole matter has left our lady very unsettled.—*New Yorker*. a

" "

After a day of complete harassment, the mother shook her finger at her small, ornery boy. "All right, Junior," she shouted. "Do anything you darn please! Now let me see you disobey *that*!"—E E KENYON, *American Wkly*. b

" "

Our typist might have to go. She seems to be getting dumber than ever.

When her complexion developed a certain spottiness, accompanied by some swelling and local irritation, we suggested that the condition might be the result of biting insects.

She gave us a withering look, "Of course it isn't!" she snapped. "I wouldn't dream of biting insects!"—*Digest of World Reading*, Melbourne, Australia. c

Quote

One evening when my husband and I were playing miniature golf, we got behind a young couple with a small baby. They kept handing the baby back and forth after each shot, and it made a slow game. Quite a little group collected behind them, but no one seemed to mind waiting. No one except one impatient young thing who finally turned to her partner and said sarcastically, "It's really a shame some people can't hire a baby-sitter."

At that the young man swung around, bowed from the waist and retorted: "Lady, we are the baby-sitters."—*You*. d

The Old-Timer



An old-timer is a man who can remember when virtue was a virtue and not a vice.

—DAN BENNETT.

“ ”

An old-timer is one who remembers when the papers talked about millions for defense.

—FRANCES RODMAN.

“ ”

An old-timer is one who can remember when a garage was something you kept your car in—free of charge!

—FRANK G MCINNIS.

“ ”

An old-timer can remember when a man could tell a risqué story in mixed company without boring the ladies present.

—D O FLYNN.

“ ”

An old-timer is one who remembers when the best music heard on radio wasn't in the commercials.

—JOHN J PLOMP.

“ ”

An old-timer is a fellow who can remember passing several empty parking places—every time he walked to the unemployment office.

—TERRY MC CORMICK.

“ ”

An old-timer is one who didn't know a poor fish was one who

had no big fins on his car.

—EDNA MAY BUSH.

“ ”

An old-timer is the married man who can remember when the only guided missiles were vases and rolling pins.

—AL SPONG.

“ ”

An old-timer is a man who can remember when a dollar's worth of groceries went a long weighs.

—AL SPONG.

“ ”

An old-timer remembers when an allergy was just an itch and all you did was scratch it.

—ARNOLD H GLASOW.

“ ”

An old-timer is one who remembers when a kid who got a licking at school was in for another one when he got home.

—DAN KIDNEY,

Scripps-Howard Newspapers.

“ ”

An old-timer can remember when being a hostler was considered stable employment.

—T HARRY THOMPSON,

Sales Management.

“ ”

A real old-timer remembers when horsepower was a horse.

—JULES HENRY MARR.

Quote

Jack Harshman, the *White Sox* big right-hander, was once a first baseman. Asked why he gave up infielding for the mound, he repl'd: "If you don't succeed at first, try pitching."—*Scholastic Coach.* e

light armour

Richard Armour



Purple Makes Me Burple

According to the Color Research Institute, tests show we eat with our eyes. Color can affect the emotions, which in turn affect our digestive system. You would probably have a hard time eating a purple banana.—News item.

I've never seen a purple banana,
And hope I never see one.
I couldn't eat, in any manner,
A very very wee one.

Another thought I hate to dwell on
Is taking me a bite
Out of a juicy watermelon,
The meat of which is white.

I'm likewise sure that any chap'll,
Like me, eschew the store
That offers up for sale an apple
Jet black from skin to core.

If someone, touched with color-blindness
Or other faults of eyesight,
Eats things like these, 'twould be a kindness
To do it out of my sight!

Quote

Two barflies stood at the mahogany watching the approach of an old crony.

"I don't know what's happened to Jim lately," said one of them, admiringly. "He's getting quite a spring in his stagger." — *Great Northern Goat*, hm, Great Northern Ry. f

" "

At a movie premiere Geo Jessel announced: "And now the greatest hero of them all, Admiral Nimitz—the master of all our great ships at sea. Just two words, please, Admiral Nimitz."

The admiral ans'd with just two words: "Name's King." — *High Points.* g

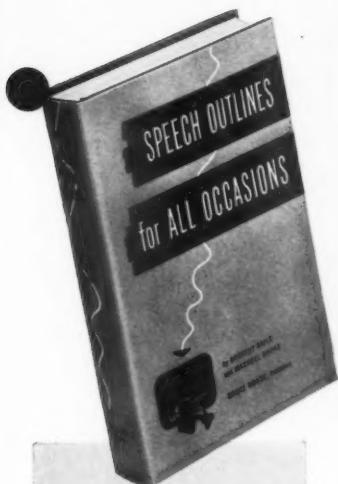
" "

Painted on the many yachts moored in Key Biscayne, Fla, are the usual romantic names — Sea Sprite, Moonbeam, Wanderer, etc. However, the one that catches everyone's eye is a small neat craft named simply: "\$18,500."—*Capper's Wkly.* h

" "

A Kansas woman tells of going to the city to attend a cattlemen's convention. She made up her mind she would have something unusual to wear on the trip, so she made herself a blouse and embroidered it with every cattle brand she knew of.

In the hotel where the cattle folks were staying, she waited while her husband registered, and noticed two old cattlemen really giving her blouse the once-over. Finally one of them remarked in a voice that could be heard way up the canyon: "That critter sure has changed hands a lot, ain't she?"—*Ness County News.* i



INSPIRATION FOR —

Business Occasions
Civic Occasions
Cultural Activities
Educational Occasions
Fraternal Occasions
Holidays
Matrimonial Occasions
Patriotic Occasions
Political Occasions
Religious Occasions
Social Occasions
Social Problems
Sports & Recreation
— and many others

"I am using one of your Special Occasion Outlines for an address next Sunday. Without this help I would have had to decline, due to lack of time." — Rev. PAUL C. KEELING, Oblong, Illinois.



DROKE HOUSE, Dept Q-1, Indianapolis 6, Indiana

America's largest publisher of Speech Material

Not "Canned" talks . . . a treasury of ideas

SPEECH OUTLINES FOR ALL OCCASIONS gives practical help for various types of talks — suggests points to be developed; presents stimulating questions to be answered; provides appropriate illustrative stories and anecdotes; tells you how to start a talk; how to bring it to an effective conclusion.

If you used this unique reference work only once a year, you would be well repaid for the small investment. But you will find yourself turning to it again and again. For these **Speech Outlines** cover a great variety of Business, Civic and Social occasions. There are Outlines, too, for the holidays; for talks on the appreciation of Music, Art, Literature and the Drama. In short, whenever you have a speech to prepare, turn to this practical volume for real help. Only \$3.85 — on approval. If you prefer to remit now, we'll include **FREE** copy of *Toastmaster's Check List*. Money-back guarantee, of course.

THE NEW

MALCOLM MUGGERIDGE, controversial man of English letters, *describing England's politics*: "The ladies, particularly, want someone to bang the table hard, and talk about England's greatness and Christian virtues. They want sound and fury, rather than careful statements of policy."

1-Q-t

" "

GIOVANNI GUARESCHI, Italian playwright: "In politics things are different than they are in the theatre; when the iron curtain falls in the former, the drama is just beginning." (QUOTE translation).

2-Q-t

SECOND CLASS MATTER

News of the NEW

Edited by Alice Jacobs



We once knew an old gent who maintained that the thing that had ruined radio was the programs. We are inclined to think the same thing is true of television. Be that as it may, the field is not static.

Philco claims "the world's 1st separate-screen tv" with a 2-piece set. The 21-inch screen, mounted on a wooden base and equipped with a carrying handle, can be moved about the room, limited only by the 25-ft cord connecting it to the cabinet, which holds the set speaker and controls. \$329.

Well, that's available now, but within 6 mo's, you'll be able to

have a tv screen in every room, all operating as "slaves" to one set. This promise is made by Los Angeles *Dimensional Pictures*, whose new Wall-a-Vision consists of an 8-lb rectangular screen, wood-framed and hung on the wall. Within screen is an electronic transistor circuit and a mixture of special gases. Screen has speaker, on-and-off and volume controls, but no channel tuner—picks up only the image on the tv set to which it is wired. Screens will cost less than \$50. (And we think it's Freudian to call the screens "slaves.")

